

# Marketing

## Total Participants

Over the eight month standards revision process, the Department involved:

- More than **90 Teachers** to give input, review, or discuss the revised standards
- Key business and industry stakeholders, including a vice president of a local advertising agency, to outline necessary skills and knowledge for course standards

## Results

Offerings in the Marketing career cluster were critically evaluated and revised. The result of this effort includes the following proposed changes:

Course Changes		
Revised Courses	1	Advertising and Public Relations
Replaced Courses	1	International Business and Marketing standards will be included in revised Marketing Courses, as comments revealed all courses should include more globalization concepts.
Program of Study Changes		
Revised Programs of Study	3	Added flexibility for districts in course choice.

## Review Process: Research, Data Gathering, and Reviewers

Throughout the data gathering phase of the review, the Marketing consultant referenced the following:

State Department of Education Course Materials	<ul style="list-style-type: none"><li>• Arizona Department of Education</li><li>• Arkansas Department of Education</li><li>• Kentucky Department of Education</li><li>• Utah Department of Education</li></ul>
National Industry Standards	<ul style="list-style-type: none"><li>• National Standards for Business Education, National Business Education Association</li><li>• Marketing &amp; Business Administration Research and Curriculum Center (MBA Research)</li></ul>
Tennessee Educators	<ol style="list-style-type: none"><li>1. CTE Directors Survey – 2012<ul style="list-style-type: none"><li>• 95 responses</li></ul></li><li>2. CTE Teachers Survey – 2013<ul style="list-style-type: none"><li>• 32 Marketing Teacher responses</li></ul></li><li>3. Experienced, Effective CTE Teacher Reviewers<ul style="list-style-type: none"><li>• 6 teacher reviewers</li><li>• East (33%), Middle (33%), West (33%)</li><li>• Average years of experience: 12</li></ul></li></ol>
Business and Industry	<p>Industry Advisory Council recommendations, including specific comments from:</p> <ul style="list-style-type: none"><li>• Vice President, DVL Advertising</li><li>• Marketing Director, Chick-Fil-A</li><li>• Community Relations Manager, Walgreens</li><li>• Business Communications Professor, Middle Tennessee State University</li></ul>

## Meetings and Webinars

The following events to engage educators were conducted prior to the board reading:

External Stakeholders	• Business, Marketing, and Finance Industry Advisory Council	13 Attendees
Educator Groups	• FBLA/DECA Leadership Camp – Teacher Meeting	31 Teachers
	• Tennessee Business Educators Association	24 Teachers

## Feedback and Comments

*“I really like the implementation of social media marketing strategy... that is so important right now and I feel like that will continue to be the case in the future as well.” – Industry Reviewer*

*“Great job here. I think the jump in rigor is very evident throughout the standards.” – Tennessee Teacher*